

AR53

Vol. 1

No. 3

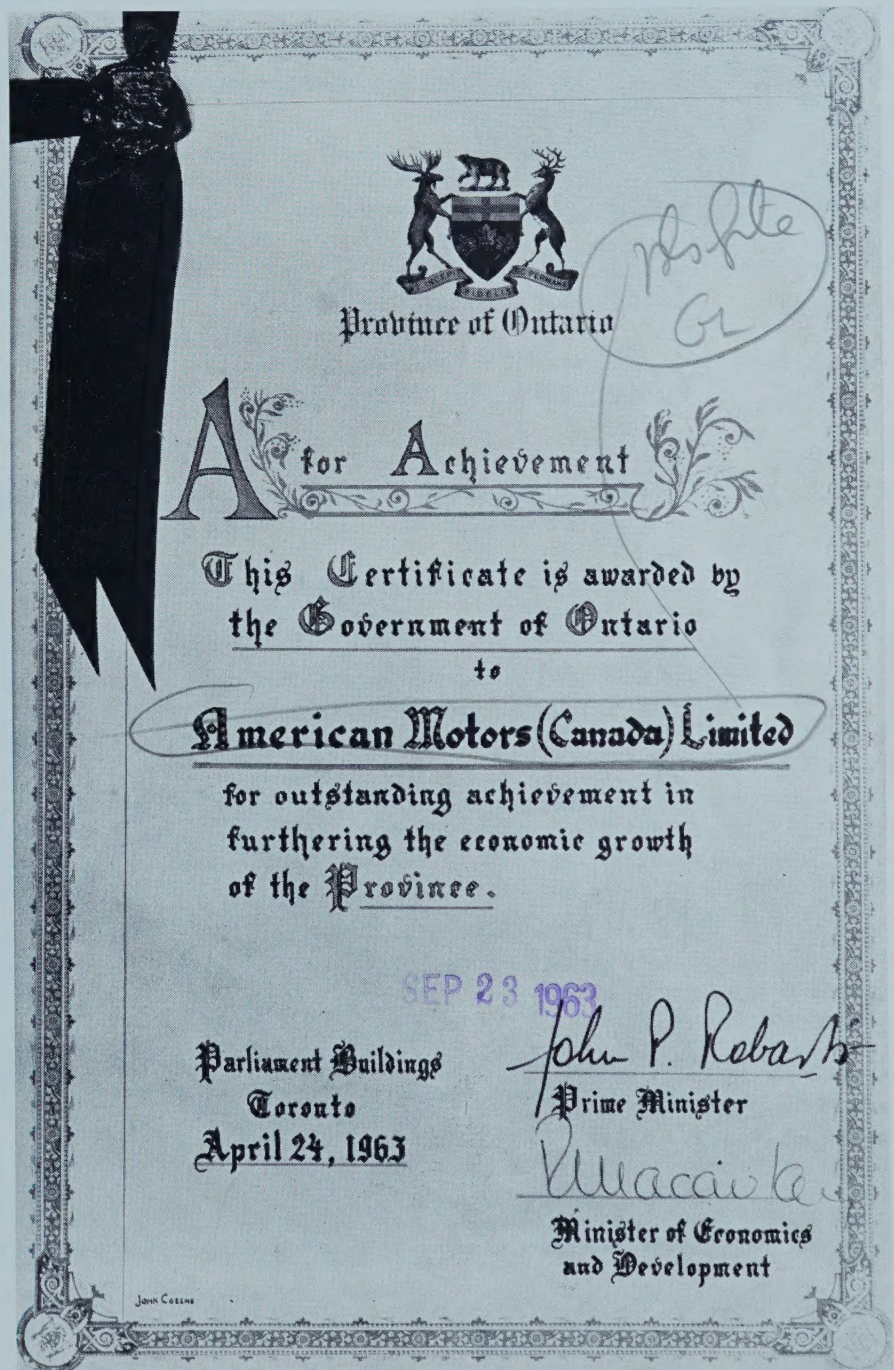
June

1963

Rambler

REVIEW

SPECIAL
VISITORS
SUPPLEMENT



“A”

for

*A*n honor such as this does not merely “happen”. It is no accident!
A surprise, and unheralded, it is, nonetheless, the

*C*ulmination of many months of sincere effort on the part of a great
many people;

*h*elped on by high intention, firm resolve,

*i*ntelligent direction, and skilled

*E*xecution by highly trained craftsmen in their chosen fields.

*V*exatious problems had to be met, considered and conquered;

*E*xacting hours have had to be worked by

*M*any who had no selfish thought of recompense beyond the common
meed for work well done.

*E*ach one of us, therefore, must surely thrill to this unique
Award, and share wholeheartedly in our Company’s pride.

*N*ow let us, then, take our second breath, and continue to work with
quickenened zeal and vision,

*T*o face the bright promise of the future with renewed enthusiasm and
determined trust.

Editor's Note: We had originally planned an entirely different type of editorial for this issue, light in vein, with the imminence of Summer and gay vacation days in mind, but the unforeseen “A” for Achievement Award, an unprecedented honor, was too important to us all to be ignored.

"Rambler Review"

Published by the Communications Department of American Motors (Canada) Limited every three months to acquaint our employees and associates with company news and information.

JIM VERNON
Editor

MRS. B. MOORE
Associate Editor

Articles and ideas for future issues from our readers are welcome, but it is requested that they be submitted to this department in written form.

No visitors will be allowed in our plant until Oct. 15 as the big change-over will be taking place. This past season, about 1,000 people viewed our assembly operation every month of the Tour season.

Our Ramblers Arrive In England

The English distributors of Ramblers have reported that the first shipment of cars from Brampton have arrived 'in good shape' and furthermore, 'the general finish is very good.'

Since this report we understand that the number of Rambler dealerships in England is to be tripled. This will mean that our output of R-H drive cars, assembled in Brampton, will also more than triple in the near future.

Mr. Roy Abernethy, the President of American Motors Corp. of Detroit recently visited the Continent and England and brought back very encouraging reports about Rambler operations in that part of the world.

We are already accepting orders for 1964 models to be shipped to Commonwealth countries and are com-



Dockside scene as the first Ramblers from the Brampton plant arrive in London, England.

pletely sold out of all available 1963 R-H-drive units.

We've Done It Again!



On April 24th, our "A" for Achievement Flag was hoisted for the first time. Assisting in the ceremony, from left to right: Mayor R. E. Prouse, Brampton; E. K. Brownridge; the Hon. Mr. W. Davis, Minister of Education, and Gordon Aldham, President of our U.A.W. Local 1285.

For the second issue in succession we have featured an Award on our front cover. This is one that is truly Canadian, and we are indeed proud of it, because we feel that every employee in Brampton had a part in winning this great recognition.

Our blue "A" for Achievement flag, flying below the Canadian Ensign, is a constant reminder of success in the past, and should be a reminder of the challenges of the future.

Since we opened our plant in Brampton our record can be summed up by reporting the most significant figures in our files. We have increased our percentage of industry from 2.52% when the plant opened, to 5.74% of the Canadian market. In a little over two years this percentage had doubled, and our long range forecast shows the figure should rise to 10% or more in the next two years.

Our Flag will fly at the Brampton plant, for one full year, until April 24th, 1964.



Winners of the E. K. Brownridge 5-Pin House League were "The Spares". Shown accepting the cup from Mr. Brownridge are Carl Bower, Audrey Delcanho, Lena Dunlop, Marg Giles, Max Duerhammer and Buz Clancy.



Mr. A. J. Miles presented his team trophy to "The Converters" for runner-up spot in the 5-Pin House League. Accepting their trophies are Myron Samatoka, Ted Verhaegen, Dot Laforet, Jessie Urban, Bob Harris, Stan Delcanho. (Michele Esler, not present).

Bowlers Graduation Exercises

We have reproduced the photographs of most of the winning bowling teams who competed for the Cups and Awards. Space does not permit us to recognize the bowlers who won individual honours. However, congratulations to the following:

5-Pin Individual Trophy Winners

High Single Handicap			
Joan Handy	333	Bob Harris	344
High Single Flat			
Jenny Kluk	325	Barry Becken	352
High Triple Handicap			
Audrey Delcanho	794	Hugo Weinbeek	846
High Triple Flat			
Jennie Legault	712	Casey Kluk	811
High Average			
Anne Glover	199	Joan Creasey	223

"Rambler Review" Awards were presented to 16 members who had Perfect Attendance records throughout the season.



"The Mufflers" won the Consolation Team Award in the 5-Pin House League, presented by Neil Gaskin. Receiving their trophy are: Jack Rhodes, Barry Becken, Pat Clark, Ruth McCleane, George Chisholm. (Jan Pellizari not present).



Canadian Champions in the U.A.W. 10-Pin League are the team from our Local 1285, which also placed well in the North American Finals. Left to right: Don Packwood, Mike Michalski, Art Bonner, Don Taylor and Ken Marchant.

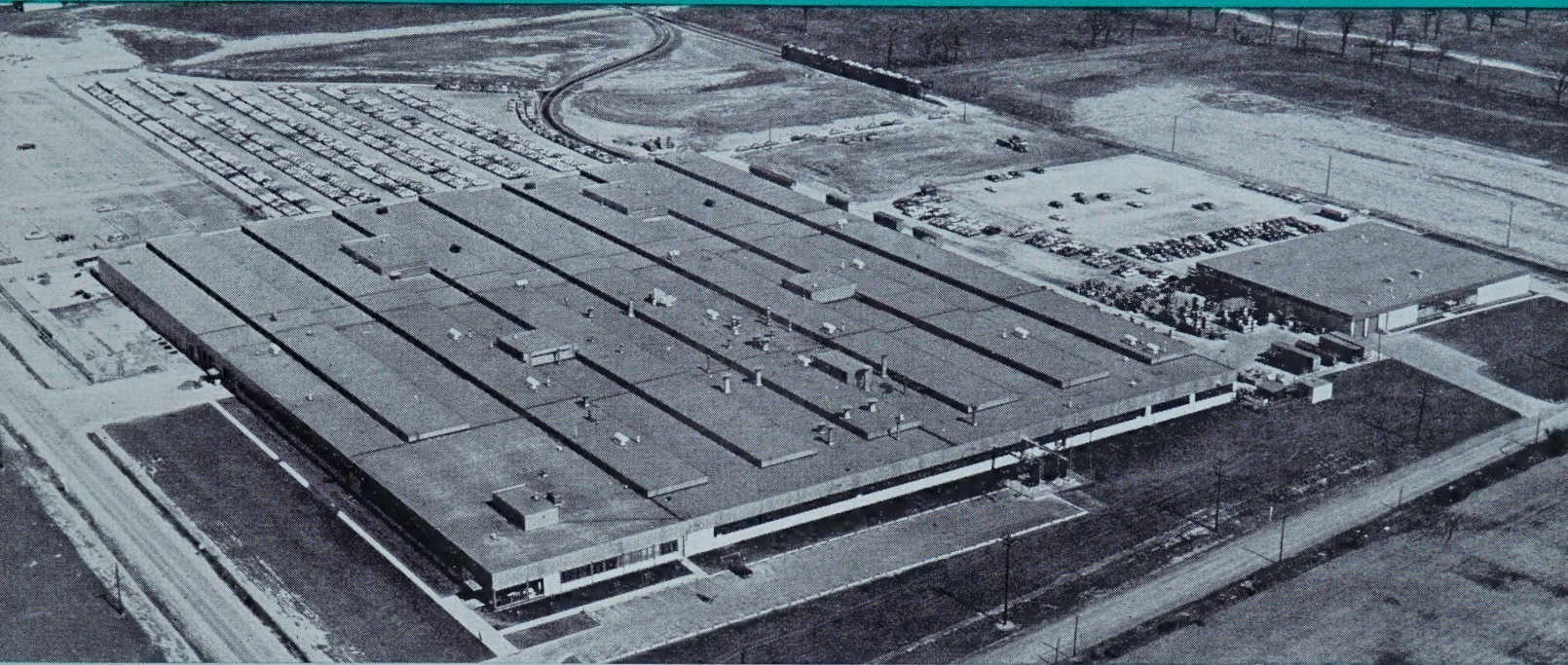


Champions of Brampton Industrial Bowling League, the "Rambler 990's", proudly display their trophy. Left to right: John Boland, Matt Hillhouse, Al Thompson, Reg Thomas, Casey Kluk and Larry Cassidy.

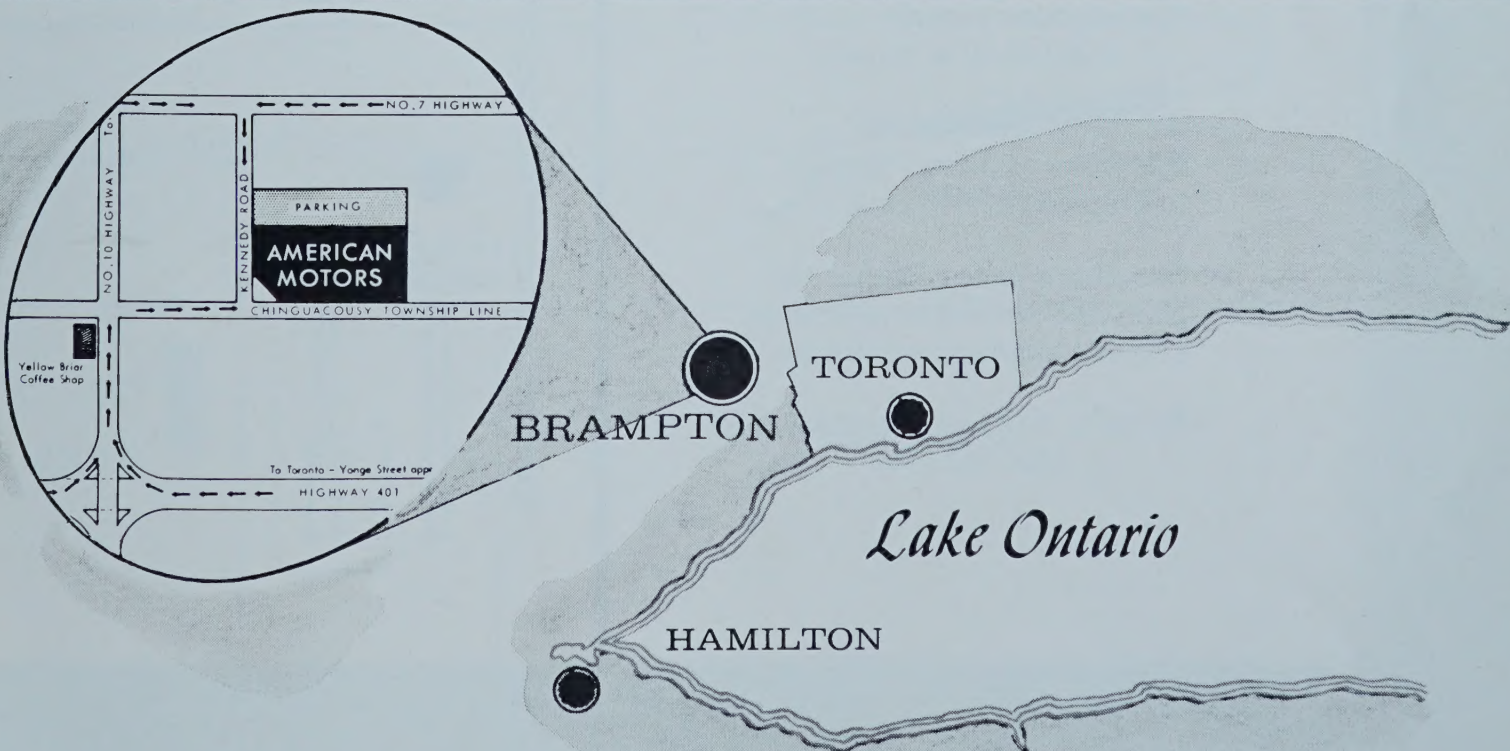
AMERICAN MOTORS (CANADA) LIMITED

BRAMPTON

• ONTARIO



SPECIAL VISITORS SUPPLEMENT

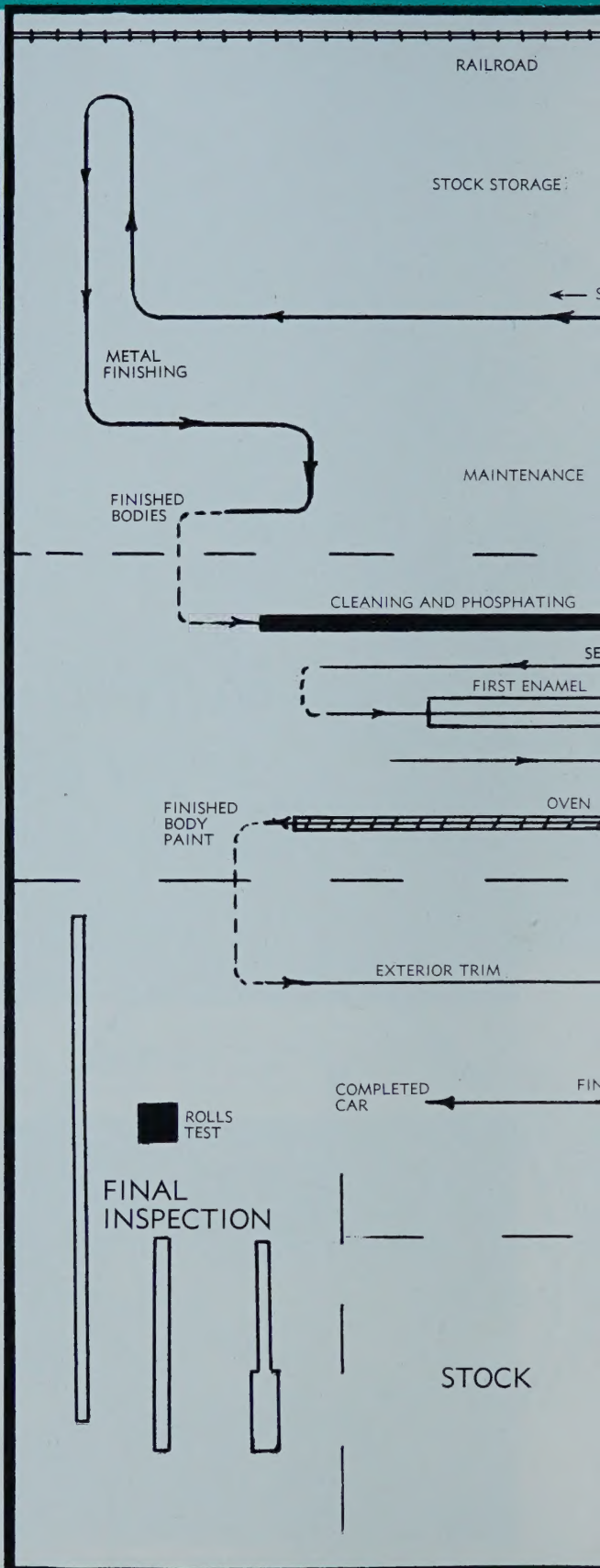


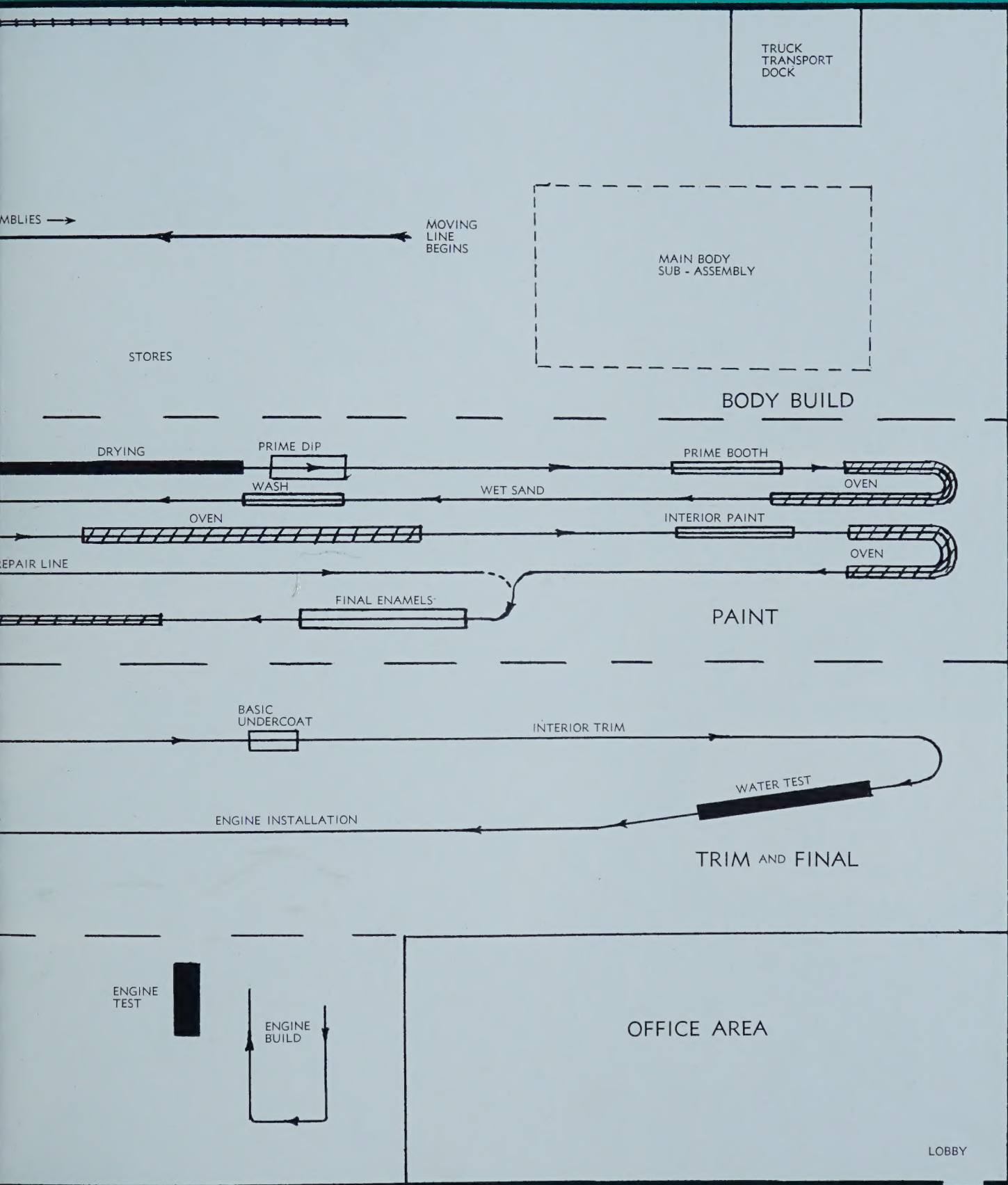
Rambler

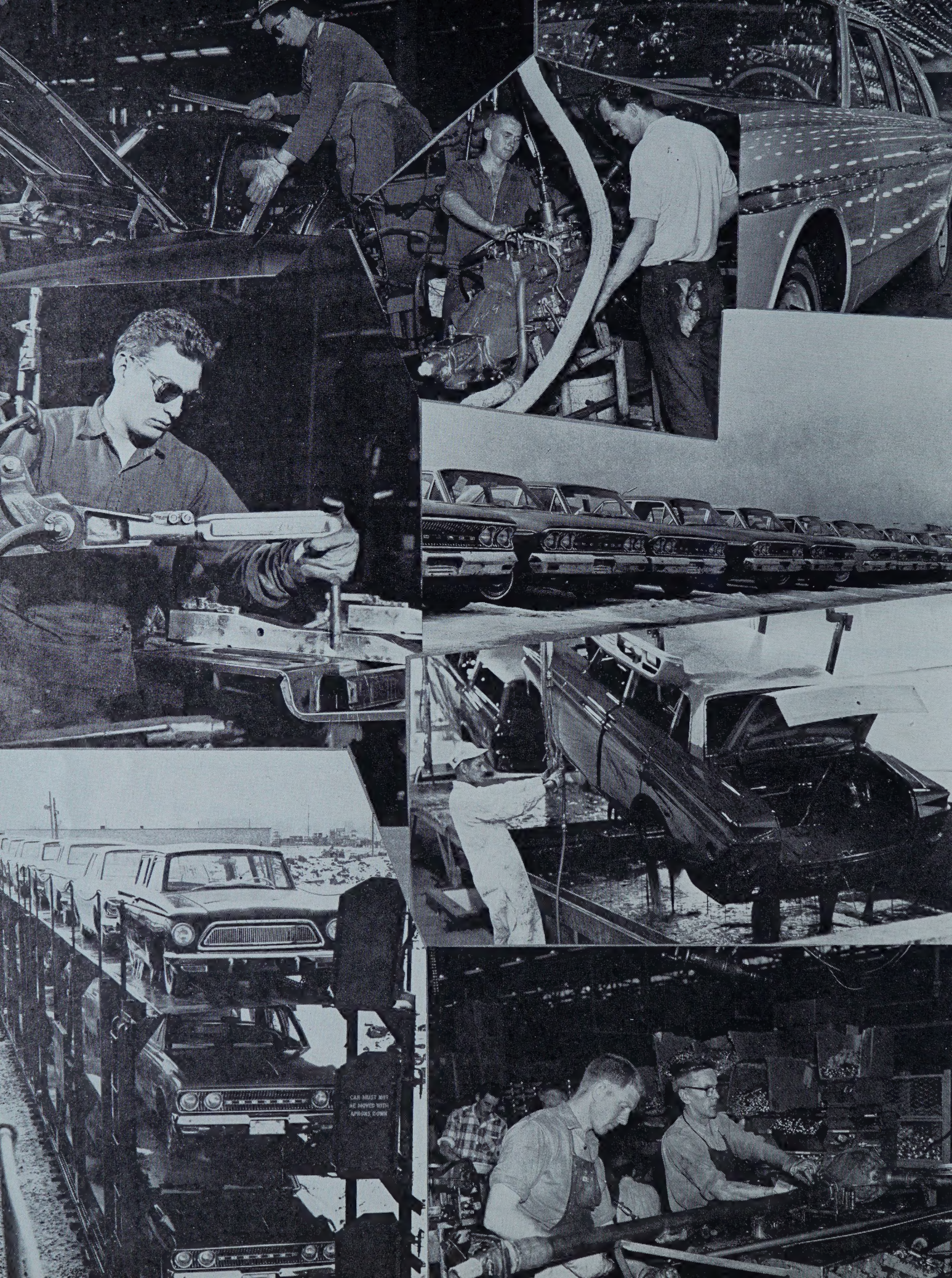
PLANT LAYOUT

INTERESTING FACTS AND FIGURES

- Original Brampton plant opened Jan. 26, 1961.
- Capacity was 32 Ramblers a day.
- Possible output now is 52,000 cars a year.
- Payroll now exceeds \$500,000.00 a month
- All Right-Hand-Drive Ramblers produced here go to Commonwealth countries.
- Canadians have designed the plant and method of assembly to suit Canadian conditions.
- Rambler now employs more than 1200 persons.







"Hats Off" Department

A great deal of the responsibility for planning and organizing this Summer's change-over is in the capable hands of Bill McCharles, Manager of Manufacturing Engineering; Maurice Laforet, Plant Engineer, and 'Tony' Tonnies, Tool Engineer, who are the nucleus of our manufacturing team.

For months they have been planning, designing and purchasing equipment to be incorporated in the new plant assembly operation, which must be ready in time to turn out our 1964 Ramblers. The capacity of the plant will be doubled, and total output can reach 52,000 units a year.

While most of us are taking holidays, the work to accomplish this giant change will be going on unceasingly for 24 hours a day, seven days a week.

We were curious to know what other interests the boys might have. Tony does not even leave the automotive business in his spare time, as he delights in designing and building sport cars. Bill still manages to find spare time for reading and will never turn down a game of golf unless his responsibilities make it impossible while Maurice, who, by the way, joined the Company as long ago as 1950 loves to mess up the family kitchen, trying to perfect his favourite hobby—cooking.

We take off our hats to all of them.

The opposite page, a part of our Visitors' Supplement, illustrates one of the most important facets of our operation — the people who builds Ramblers. From top to bottom, the departments are represented by:

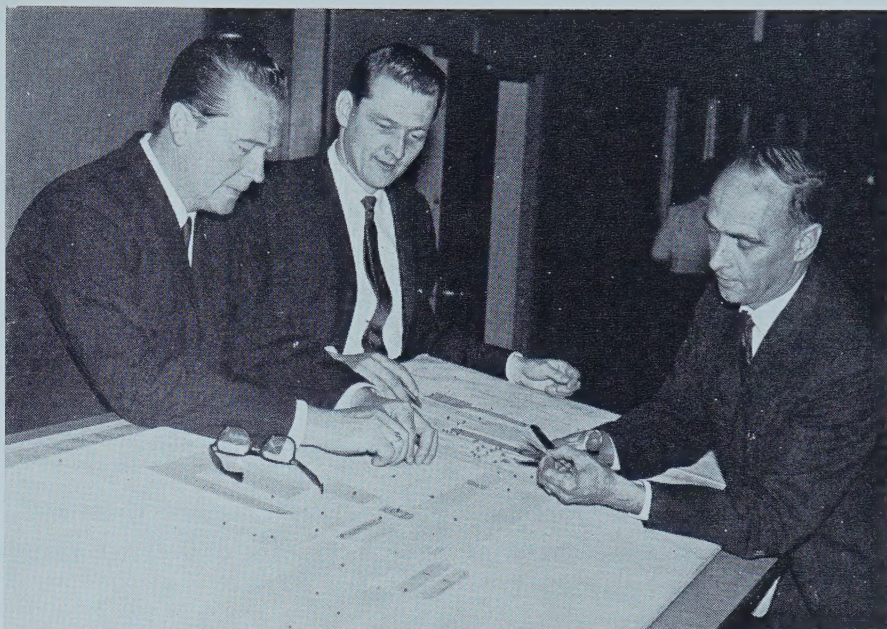
Pete Grano, Metal Finishing;

Roy Frost and Ted Kerr, Engine Division;

Bill Dunville, Body Build;

Johnny Ewing, Paint Department;

Bill Deveroux and Lorne Armstrong, Drive-Shaft Sub-Assembly.



Three members of our Engineering team who carry much of the responsibility for the coming plant changeover—"Tony" Tonnies, Bill McCharles and Maurice Laforet.

Local Girl Wins Gold Medals At PAN-AM Games

For the first time in the history of sports, a young lady from Brampton won two gold awards in international competition at the recent Pan-American Games.

Nancy McCredie is not only to be congratulated on her showing in the field events, but also on her deportment in facing the publicity that was the inevitable aftermath.

Around the plant in Brampton, hundreds of well-wishers refer to her

as 'Nancy' although we have never met her. Perhaps the next best thing is that her mother, Rosemary McCredie works with us as secretary to Don Middleton, our Personnel Manager.

Nancy has only been entered in serious competition for the past ten months, and we, at American Motors, are already pulling for her to make a good showing in her next big challenge, the coming Olympics.



Nancy McCredie, with Mayor Prouse of Brampton, begins a triumphal tour of Brampton following her return from the Pan-American Games with two Gold Medals.

... SAFETY ...

Sometimes It's A State Of Mind

The cartoons on the opposite page were intended to be humorous, and we hope you will chuckle as much as we did when we first saw them.

They were inspired by suggestions from employees, and we thank all those to whom we are indebted for ideas.

Unfortunately, behind the humor, these little sketches also convey serious warnings, which are all too often forgotten during carefree summer and vacation days.

It must seem to you, as it does to us, that in this modern age we are literally bombarded by safety slogans of one sort or another. It occurs to us, too, that perhaps as a result, we are all too prone to take these admonitions for granted, entirely overlooking the fact that they are actually directed to each one of us, individually.

Perhaps it is time for us all to do a little hard thinking about ourselves, and realize anew that an accident is not just something that only happens to "the other fellow". We, too, can be careless and take unforgivable chances, with ourselves, with our children, and with our friends.

Surely there could be no better time than the present to take another look at our own habits. Remember, one moment's inattention at the wheel, on the beach, or at our work can mean the difference between a happy, tranquil life, and one that is doomed to pain and suffering, or the agonies of endless remorse.

The most rewarding trait we can cultivate is an attitude of awareness, and continual watchfulness where the safety of our loved ones is concerned. Is it presuming too much to remind you again that this constant vigilance must be maintained, no matter where we are, or what we may be doing?

We think not.

It has been said that no treasure on earth can equal that of a contented mind. It seems to us that we should all firmly resolve, within ourselves, to do our very best to earn this blessing!



Rambler Body Construction Stands The Test

Even though you can't account for the safe driving of other people, you can drive a car that will help to keep you safe.

This was the case when a careless driver rammed into the side of this 1963 Rambler at an estimated speed of over 80 miles an hour.

The other car was a complete wreck, and the driver spent weeks in hospital recovering from severe injury, while the two occupants of the Rambler escaped unhurt.

The accident happened as the other car came over a hill on the wrong side of the road. Evasive action was taken as quickly as possible to avoid a head-on collision, but the whole force of the impact struck the Rambler at an angle of about 40 degrees.

Note how the uniside stood up under direct impact! The doors and



tailgate not actually involved were not even out of position and the car was driven around the dealership as you see it in the above photograph, which was supplied by Howes and Reeves, our Rambler dealers in Fergus, Ont.

Many Rambler owners are not aware of all the safety features built into our cars. We are proud of them at any time, but especially so when they give such direct proof of their worth.

Golden Opportunity Contest

The nation wide "Golden Opportunity" Contest for Rambler Salesmen, Sales-Managers and Dealers ended in May with the top award, a 770 Rambler Station-Wagon being presented to Mr. E. Graham of Lindsay.

Over 750 individuals took part in the most successful sales campaign which lasted over a three month period and resulted in the entrants receiving over \$150,000.00 in merchandise prizes.



The photo above shows Mr. Graham (second from right) receiving the keys of his new Rambler from Mr. E. K. Brownridge at a ceremony in Brampton. Also present at the ceremony were Mr. Leo Fenn, Vice-President; Neil Gaskin, General Sales Manager; Mr. E. Graham, Sr., and Mr. and Mrs. E. Graham, Jr.

Company Ramblings

A new Rambler Plant opened in Venezuela in June and will begin production of Classics and Ambassadors. 1,000 units will be produced the first year.

This latest site brings to 10 the number of other countries in which Rambler is built; four years ago there were only two.

We have entered a team in the Brampton Industrial Baseball League. Bulletins will be circulated showing the home games and the team is looking for a good cheering section to lead it to the championship.

Rambler sales in Australia have more than tripled in the past year. The 270 h.p. motor in the Ambassador

is the most powerful motor supplied in standard cars in that country.

Further expansion? — We welcome Jim Challoner as our Engine Engineer. He has the engine matter under study.

The centre section of this month's Rambler Review is designed as a hand-out piece for visitors next Fall, but is enclosed so that those who are interested can study the new plant layout.

One of the most interesting departments which assists in developing new models is the Rambler Proving Grounds in Burlington, Wis. A report on the operation there is planned for our next issue.

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Tel: 451 - 6780.

AR53

FOR IMMEDIATE RELEASE

BRAMPTON, September 19, 1963.

A press preview of the new Rambler assembly plant in Brampton revealed a completely new operation which doubles the previous capacity of 26,000 units a year to a possible 52,000.

Within a six-week period, a complete changeover was made, with only one-half the walls, floor and roof remaining of the original plant, which opened in January, 1961.

This new Canadian automotive production line is rated the finest on the continent and many of the operational methods, designed completely by Canadians, have been copied by other Rambler plants throughout the world, in Belgium, Mexico, Venezuela and the Philippines.

The key to the successful completion of one of the most extensive changeovers in automotive history was explained by Earl K. Brownridge, president of the Canadian Rambler operation.

"Teamwork between our own staff departments and outside contractors who were responsible for engineering and physical plant changes made it all possible," said Brownridge. "Not only are there changes in size and operation, but in product as well, which necessitated completely new jigs, fixtures and techniques. I am sure the public will be aware of the product changes when they see them early this fall".

The main building, located on 40 acres within the town limits of Brampton, covers 410,000 square feet. Adjacent is a Parts Warehouse of 64,000 square feet. Practically all the remaining land is occupied by a railway siding, shipping facilities, outside storage, and parking for the 1,200 employees. The buildings cover an area of more than double that of the original plant.

The job of building a Rambler from approximately 8,000 separate parts takes two days. Conveyors of different types cover the one mile route every Rambler takes through the plant, as all Ramblers (18 Models) are built on the same line. Sub-assemblies feed the main line, ensuring a constant supply of major items such as engines, seats and completed dash units.

No part of the former plant remains the same. Such areas as drying ovens, water test, and the famous Deep-Dip process, have had to be enlarged and streamlined to guarantee better quality in the finished product. For instance, the Deep-Dip operation formerly consisted of lowering each car into six individual tanks to rustproof the car before painting. Now, each Rambler moves through each dip on a continuously moving conveyor, which is arranged so that the car is plunged successively into each of the six treatment tanks without stopping. Jets of liquid also spray each car under great pressure to ensure that every square inch of metal is thoroughly treated. The inferno of sprays at various temperatures require that the whole operation be covered, but a twelve-foot clear plastic display (miniature) allows visitors to view the principle of the operation.

Each man building the new Rambler now has more room in which to work. This is particularly apparent in the area where the bodies are built, as each car goes through approximately 9,000 welding operations. Conveyors, tools, and other assembly jigs have been arranged to make each operation appear simple, and each man spends approximately 6 1/2 minutes completing his own work on the constantly moving line.

Much of the area devoted to priming and enamelling the body is completely closed in the new assembly line, to keep this part of the operation free from stray dust particles.

The method of installing the engine and running gear on the final line has been changed to accommodate the increased volume of cars. Engines arrive in the assembly area by an overhead conveyor from the engine-build department. Here, they are married to the drive-shaft and rear-end assembly just before being fitted on to the vehicle.

Seats were formerly brought in from outside Canadian sources, already made up. The new final line has a sub-assembly department where all this work is done just prior to the installation.

The area where the Rambler is checked out before delivery to the dealer is equipped with conveyors to move the finished car to the various check areas. One of these conveyors passes through a complete paint shop and oven, where any blemish obtained in trimming the car can be re-finished.

The Rambler plant in Brampton is one of Canada's largest users of natural gas. Drying ovens and building temperatures are maintained by individually controlled furnaces -- even the engines are factory-tested with natural gas being used.

Office space in the enlarged building has been extended to allow more room for engineering and inspection offices. Most of the work for adapting the basic Rambler design for Canadian conditions is carried out in this area.

Completing the non-productive area is a junior hospital for all employees, a modern cafeteria, conference rooms and proper facilities to house a new computer, so necessary to control the information required in the building of a modern-day automobile.

Thousands of visitors a year tour the Rambler plant. Engineering groups, university students, service clubs, church groups and private individuals have enjoyed the hospitality extended to them. Many tours planned for this coming season have been booked months in advance, to see this modern automotive assembly plant.

...ooOoo...

